

Healbe Introduces GoBe 2 The Only Complete ‘Smart Life Band’ Fitness Tracker

First Device to Automatically Measure Caloric Intake, Body Water Balance and Emotional State Helping Users to Better Manage and Achieve Health Goals

LAS VEGAS, January 5, 2017 – The GoBe™ 2 “Smart Life Band,” the first and only wearable that automatically measures calorie intake, hydration levels and emotional state to help users achieve their weight loss and general health goals, has been introduced here at CES 2017 (LVCC South Hall, Lower Level, Booth MP25256).

Designed and manufactured by Healbe™ Corp. (<http://www.healbe.com>), the second-generation device is the first targeted at individuals looking to lose weight. GoBe 2 uses activity and stress sensors and patented Healbe FLOW™ Technology to monitor nine key health parameters – more than any other wearable on the market. Health factors measured include calorie intake, calories burned, energy balance, water balance, stress level, emotional state, heart rate, sleep quality, distance traveled and number of steps per day.

It is also sleeker and lighter than the first-generation device, with a contemporary black faceplate that displays easy to read bright blue characters and intuitive symbols and notifications. In its design approach to GoBe 2, Healbe’s development team took customer feedback into account to improve the device’s interface and performance with more sensors and a comprehensive approach to data measurement.

Allowing users to easily monitor and track the relationship between their lifestyle, behavior and physical conditions, GoBe 2 securely sends all tracked data to smartphones and portable devices via Bluetooth LE for viewing on their Healbe GoBe apps (iOS and Android) or Healbe GoBe website accounts.

“Everybody is different, and there is no ‘normal’ when you look at factors that will help individuals lose weight and maintain day-to-day wellness,” said Artem Shipitsyn, CEO and co-founder of Healbe. “GoBe 2 improves upon our original device to deliver on the full promise of the ‘smart life band’ and provides users with a complete picture of their personal health so they can manage their behavior to achieve their health goals.”

GoBe 2 is water-resistant for most daily activities, including swimming (except in saltwater), showering and bathing, and works for up to 48 hours per charge (via an included USB cable and charger dock).

Improvements for Better Whole Health Monitoring

GoBe 2 uses Healbe FLOW Technology and an impedance sensor to automatically monitor calorie intake and hydration levels non-invasively – through the skin on users’ wrists. An improved algorithm tracks this data to give users a real look at their numbers over time so that they can manage their eating habits.

Other key enhancements include a nine-axis accelerometer that improves tracking of movement over the earlier three-axis model, and the addition of a skin galvanic response sensor to the encoder to better monitor stress levels and emotional state in real-time.

“GoBe 2 was designed to support average consumers seeking to lose and maintain their weight – and not fitness enthusiasts or those seeking a tracking device as a lifestyle choice. It helps users to stay on top of smart-living factors and acts as a personal guide to healthier living and health and fitness goal reinforcement,” said Shipitsyn.

“In the future, we plan to expand GoBe’s value by providing even more precise and personalized information based on a user’s calorie consumption and other data/ measurements and inputting that data in real-time into the device’s proprietary algorithm. In turn, users will be provided with deeper insights into their bodies and state of health and personalized recommendations for improving their health and building healthier habits.”

GoBe 2 will be launched on ProductHunt.com in mid-January. It will be available at select national retailers in the U.S. and China, as well as online from Amazon.com, BestBuy.com and from Healbe, in late January at a suggested retail price of \$179.95. Visit www.healbe.com for an updated list of retail partners.

About Healbe

Healbe is a global health and wellness wearable startup founded in 2012. The company conducted a successful Indiegogo crowd-funding campaign in 2014 that raised more than \$1 million dollars to support its launch of the GoBe, a health-monitoring “smart life” bracelet. The GoBe uses patented Healbe FLOW™ Technology and other innovative features to monitor more aspects of individuals’ health and well-being than any other wearable fitness tracker—including calorie intake, calories burned, energy balance, water balance, stress level, emotional

state, heart rate, sleep quality, distance traveled and number of steps per day. Healbe is headquartered in Moscow with research and development offices in St. Petersburg, Russia; U.S. headquarters in Redwood City, Calif.; and manufacturing offices in Schenzhen, China.

For more information about Healbe Gobe 2 please visit www.healbe.com. To download the app, visit the [Apple Store](#) & [Google Play](#).

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